

Economic growth suffers when an inadequate system causes congestion and delay. The Whiteville/Brunswick Urban Area has a good economic base although the median income for Columbus County is low. The area has relatively lower-paying service jobs than other areas in the State. The employment to population ratio is 45%. The median income for the county in 1994 is \$26,300.

The largest employers in the Whiteville/Brunswick Urban Area are industrial businesses. The industrial businesses consists of textiles, banking, and lumber. The industrial category consists of the majority of the employment in the area.

## LAND USE

The generation of traffic on a particular street is very closely related to the utilization of adjacent land areas. Some types of land uses generate much more traffic than others. For example, a commercial or retail area such as a shopping center would generate or attract much larger volumes of traffic than a residential area. The attraction between different land uses varies with the intensity of the development and the distance between those developed areas. Therefore, it becomes necessary to designate land uses by type for transportation planning. An analysis of the distribution of existing land uses serves as a basis for forecasting future land use needs and the resulting travel patterns.

The Whiteville/Brunswick Urban Area is mostly comprised of agricultural and residential land uses. The residential land uses are mostly located inside the city and town limits of Whiteville and Brunswick. Residential growth in the urban area is in the northern section, while commercial growth is mostly in the southern section and along major traffic routes.

## TRAFFIC

### Travel Demand

Travel Demand is generally reported in the form of average daily traffic counts. Traffic counts are taken at several locations in urban area by the North Carolina Department of Transportation yearly to estimate future travel demands. Traffic trends over the past thirty-four years are studied and projected based on expected land development in this study.

A comparison of annual growth rates from 1960 to 1994 at various count stations in the urban area showed average annual growth rates from 1.2% to 23.1%. The largest growth was on SR 1429 (Slippery Log Road) in the southwestern section of the planning area. There was an overall increase at the count stations. Appendix B gives existing and expected average traffic volumes based on similar trends.

### Existing Road Network

A good indication of the adequacy of the existing road network is a comparison of traffic volumes with the ability of the streets to move traffic. In an urban area, a street's ability to move